

TOURISM ADVISORY COMMITTEE
Meeting Minutes – May 3, 2022, at 4:00 pm
Ridge Room 108

Committee Members:

Doug Bradley (Chair)
Terry Hopkins (Vice Chair)
Barb Hochberg
Tamara Bushnell
Wynniss Grow
Rebecca Anderson
Mandi DelVaglio
Tamra Martin
Kevin Hopper

City/Staff/Chamber/Council Liaisons:

Brian DeLaGrange (City Councilor) - absent
Josie Molloy (Chamber Liaison)
Darin Fowler (County Liaison)
James Conway (City Liaison)

Guest:

Tori Middelstadt, Travel Grants Pass

1. **Roll Call:** Chair Bradley started the meeting and took roll at 4:00 pm.
2. **Introductions:** New members – Kevin Hopper from Dutch Bros.
3. **Public Comment** – none
4. **Approval of Minutes:**
 - a. Approval of minutes from April 5, 2022.

MOTION

Member Grow moved, and Vice Chair Hopkins seconded the motion to approve the April 5, 2022, minutes, as submitted. The vote resulted as follows: “AYES”: Chair Bradley, Vice Chair Hopkins, Members Hochberg, Bushnell, Grow, Anderson, DelVaglio, Martin, and Hopper. “NAYS”: None. Abstain: None. Absent: None.

The motion passed.

5. Work Session Items:

a. Review of Committee Bylaws

- Chair Bradley posed a question to James if he found the bylaws.
- James replied that in his research and contacting administration that **Resolution No. 3180** did not have bylaws attached and it was recommended by administration to provide a copy of the committee handbook.
- Chair Bradley gave a brief overview of the Resolution and the Tourism Committee scope and purpose. He also stated, *“We need to look at and organize what our mission is as a committee, how can we enhance and recommend tourism as an asset for City of Grants Pass and Josephine County?”*
- County Liaison Fowler asked the question if other committees have bylaws?
- Council Liaison DeLaGrange responded that he thinks that they do not have bylaws, but they have resolutions that formed them and referred to the committee handbook as a “bylaw” guide.
- Vice Chair Hopkins stated that its important to have certain segments of industry represented on the committee.

- Chair Bradley recommend to table this matter and to come back and make recommendations to how this should read. Then he opened the floor for the committee to ask questions or comments on this.
- Member Martin stated that being new to the committee, having clear goals defined would be helpful moving forward.
- Vice Chair Hopkins said there is a certain allocation of the Tourism Lodging Tax (TLT) that must be allocated to tourism promotion and tourism related facilities.
- Tori Middelstadt read the 6 goals for the tourism committee to all the members.
- Council Liaison DeLaGrange stated (regarding the goals), parklets are available this year, Central Business District Vitalization Taskforce (CBDV) is working on the Downtown Master Plan, and Dollar Mountain is moving forward and there is money allocated for it.

b. Financial Update

- James stated in his research, he did not feel comfortable updating the committee on finances where he has no prior knowledge or context. He felt that it is important to be accurate and recommend to table this for next meeting.
- Council Liaison DeLaGrange updated the group that the TLT dollars intake is significantly higher, about 25-30 percent. He updated the committee on the Welcome Center remodel where it is going to get more utilized, by having two City Offices there.

6. Information Sharing

- **Committee Members: Introduction to New Member Hopper and Martin**
 - Member Hopper is the Director of Dutch Bro Learning. He administers Dutch University, where they train 20,000 employees. Background is outdoor education.
 - Member Martin gave a brief introduction of her background. She has been focusing on future planning for the fairgrounds and having it be a jewel for the county.
 - Vice Chair Hopkins gave an update on the CBDV Taskforce, formally known as Caveman Plaza Taskforce, and stated how optimistic he is. Next meeting is Monday, May 9 at 3:00 PM and he encouraged other members to attend the meeting.
- **City Council update: Council Liaison DeLaGrange**
 - He mentioned that there is about \$350,000 for tourism facilitates which most of it has been allocated to other projects, but also mentioned funds from this amount will be available to the committee to make recommendations to City Council as well.
- **County update: County Liaison Fowler**
 - County Liaison Fowler asked about the Redwood Hotel and what is going on with that property.
 - He mentioned that by July 2023, funding is drying up for the Sherriff Dept and need to find funding options.
 - County is dispersing the ARPA dollars for the applicants

- **Chamber update: Chamber Liaison Molloy**
 - She updated the committee on the Wine Stroll, 22 locations with local wine, food, and downtown store.
 - Concerts in the Park is back and will be held at the Fairgrounds.
 - Chamber renewed agreement to keep the North Visitor Center renewed for another 5 years.

7. Future Agenda Building for Next Meeting:

- a. Financial update – Brad Clark
- b. Discussion, review and recommendations for purpose and goals of the committee.
- c. Discussion on potential use for tourism related facilities funding.

8. Adjournment:

- a. Meeting adjourned at 4:50 pm

Next scheduled meeting: June 7, 2022

Minutes prepared by James Conway, Staff Liaison